

Message Text

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PAGE 01 VIENNA 05131 131722Z

43

ACTION EUR-12

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UNCLAS VIENNA 5131

E.O. 11652: N/A
TAGS: BEXP, AU
SUBJECT: FEDERAL GLOVE CO. CONCLUDES SUCCESSFUL BSP AT
EAST-WEST TRADE CENTER

REF: A) VIENNA 4744; B) USDOC 6336

1. STUART S. WOLNEK, VICE PRESIDENT, FEDERAL GLOVE COMPANY, AND HIS COLLEAGUE, STUART RUBIN, CONCLUDED A MOST SUCCESSFUL BETWEEN-SHOW-PROMOTION AT EAST-WEST TRADE CENTER JUNE 10 AND 11. EMBASSY SCHEDULED APPOINTMENTS FOR EIGHT PROSPECTIVE DISTRIBUTORS OF WHICH SIX SHOWED AT THE CENTER. OF THE SIX, MR. WOLNEK CONSIDERED THREE AS GOOD PROSPECTS, TWO AS POSSIBLY GOOD AND ONE NOT ACCEPTABLE. APPOINTMENTS WERE SCHEDULED AT ONE-HOUR INTERVALS WHICH WOLNEK TERMED JUST RIGHT. VISIT WAS CONCLUDED WITH APPOINTMENT OF EXCLUSIVE AUSTRIAN DISTRIBUTOR DURING WOLNEK/RUBIN CALL ON FIRM.

2. IN PARTICIPANTS'S REPORT WOLNEK STATED HE EXPECTED \$30-50,000 SALES IN NEXT 12 MONTHS. IN COMMENTS HE STATED QUOTE IF IT WERE NOT FOR THE TRADE CENTER WE WOULD NOT HAVE ATTEMPTED TO PENETRATE THIS MARKET, UNCLASSIFIED

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PAGE 02 VIENNA 05131 131722Z

IT WOULD HAVE BEEN TOO COSTLY AN INVESTMENT FOR THE

SIZE OF OUR COMPANY UNQUOTE. BUCHANAN

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